

The following is a detailed listing of all claims that are, or were, in the application. A status identifier is provided for every claim and the current text of every claim is presented, unless the claim has been cancelled. Current amendments to the claims are expressed in the detailed listing by strikethrough or brackets (for deleted matter) or underlining (for added matter).

1. (Currently Amended) A method for enabling a purchase of a product, comprising:
 ~~receiving, from a customer, an indication of a first product and a second product;~~
 receiving, from ~~[[the]]~~ a customer, an indication of a willingness to purchase ~~any~~
 ~~one of the first product and the second product~~ at least one but not all of a plurality of
 products;
 selecting, for the customer ~~and~~ via a computing device, at least one of the ~~first~~
 ~~product and the second product~~ plurality of products;
 providing an indication of ~~said selected~~ the at least one ~~of the first product and the~~
 ~~second~~ selected product; and
 arranging for a benefit to be provided based on a purchase of the at least one ~~said~~
 ~~selected one of the first product and the second product.~~

2. (Cancelled)

3. (Cancelled)

4. (Cancelled)

5. (Cancelled)

6. (Currently Amended) The method of claim 1, wherein said selecting ~~one of the first product and the second product~~ is completed by at least one of the following:

- a customer;
- a customer device;
- a retailer;
- a retailer device;
- a seller;
- a seller device; or
- a controller.

7. (Original) The method of claim 1, further comprising:
providing an indication of said benefit.

8. (Original) The method of claim 7, wherein said indication of said benefit is provided to at least one of the following:

- a customer;
- a customer device;
- a retailer;
- a retailer device;
- a seller;
- a seller device; or
- a controller.

9. (Original) The method of claim 7, wherein said indication of said benefit is provided by at least one of the following:

- a customer;
- a customer device;
- a retailer;
- a retailer device;
- a seller;
- a seller device; or
- a controller.

10. (Currently Amended) The method of claim 1, further comprising:

receiving an indication of a purchase of said at least one selected ~~one of~~
~~the first product and the second product.~~

11. (Original) The method of claim 10, wherein said indication of a purchase is received from at least one of the following:

- a customer;
- a customer device;
- a retailer;
- a retailer device;
- a seller;
- a seller device; or
- a controller.

12. (Original) The method of claim 10, wherein said indication of a purchase is received by at least one of the following:

- a customer;
- a customer device;
- a retailer;
- a retailer device;
- a seller;
- a seller device; or
- a controller.

13. (Previously Presented) The method of claim 1, further comprising at least one of the following:

- receiving a customer identifier;
- determining a customer identifier; and
- determining a payment identifier.

14. (Original) The method of claim 1, further comprising:
receiving a payment identifier.

15. (Original) The method of claim 14, wherein said payment identifier is a customer identifier.

16. (Currently Amended) The method of claim 1, further comprising:
imposing a penalty if said at least one selected ~~one of the first product and the second product~~ is not purchased.

17. (Original) The method of claim 1, further comprising:
receiving an indication of a retailer category, said retailer category including at least two retailers.

18. (Original) The method of claim 17, further comprising:
selecting one of said at least two retailers; and
providing an indication of said selected one of said at least two retailers.
19. (Currently Amended) The method of claim 18, further comprising:
determining if said at least one selected ~~one of the first product and the second product~~ has been purchased at said selected one of said at least two retailers.
20. (Currently Amended) The method of claim 19, wherein said providing an indication of a benefit occurs only if said at least one selected ~~one of the first product and the second~~ product has been purchased at said selected one of said at least two retailers.
21. (Currently Amended) The method of claim 1, further comprising:
providing a benefit based on a purchase of said at least one selected ~~one of the first product and the second~~ product.
22. (Currently Amended) The method of claim 1, further comprising:
providing an indication of a penalty if said at least one selected ~~one of the first product and the second~~ product is not purchased.
23. (Currently Amended) The method of claim 1, further comprising:
arranging for a penalty to be imposed if said at least one selected ~~one of the first product and the second~~ product is not purchased.
24. (Cancelled)
25. (Currently Amended) The method of claim 1, further comprising:
providing an indication of a price for said at least one selected ~~one of the first product and the second~~ product.

26. (Currently Amended) The method of claim 1, further comprising:
determining a price for said at least one selected ~~one of the first product~~
~~and the second product~~.
27. (Currently Amended) The method of claim 1, further comprising:
determining a condition of purchase for said at least one selected ~~one of~~
~~the first product and the second product~~.
28. (Currently Amended) The method of claim 27, further comprising:
providing an indication of said condition of purchase of said at least one
selected ~~one of the first product and the second product~~.
29. (Currently Amended) A method for enabling a purchase of a service, comprising:
~~receiving an indication of a first service and a second service;~~
receiving an indication of a willingness to purchase ~~any one of the first~~
~~service and the second service~~ at least one but not all of a plurality of services;
selecting, via a computing device, at least one of the ~~first service and the~~
~~second service~~ plurality of services;
providing an indication of ~~said selected~~ the at least one of the first service
~~and the second~~ selected service; and
providing an indication of a benefit based on a purchase of said at least
one selected ~~one of the first service and the second service~~.

30. (Cancelled)

31. (Cancelled)

32. (Cancelled)

33. (Cancelled)

34. (Currently Amended) The method of claim 29, wherein said selecting ~~one of the first product and the second product~~ of the at least one service is completed by at least one of the following:

- a customer;
- a customer device;
- a retailer;
- a retailer device;
- a seller;
- a seller device; or
- a controller.

35. (Original) The method of claim 29, wherein said indication of a benefit is provided to at least one of the following:

- a customer;
- a customer device;
- a retailer;
- a retailer device;
- a seller;
- a seller device; or
- a controller.

36. (Original) The method of claim 29, wherein said indication of a benefit is provided by at least one of the following:

- a customer;
- a customer device;
- a retailer;
- a retailer device;
- a seller;
- a seller device; or
- a controller.

37. (Currently Amended) A method for enabling a purchase of a product, comprising:

~~receiving, from a customer, an indication of a first product and a second product;~~

receiving, from [[the]] a customer, an indication of a willingness to purchase ~~any one of the first product and the second product~~ at least one but not all of a plurality of products;

selecting, for the customer ~~and~~ via a computing device, at least one of the ~~first product and the second product~~ plurality of products;

providing an indication of said at least one selected ~~one of the first product and the second~~ product;

determining if said at least one selected ~~one of the first product and the second~~ product has been purchased; and

providing an indication of a benefit if said at least one selected ~~one of the first product and the second~~ product has been purchased.

38. (Currently Amended) A method for enabling a purchase of a service, comprising:
~~receiving, from a customer, an indication of a first service and a second service;~~

receiving, from [[the]] a customer, an indication of a willingness to purchase ~~any one of the first service and the second service~~ at least one but not all of a plurality of services;

selecting, for the customer ~~and~~ via a computing device, at least one of the first service and the second service plurality of services;

providing an indication of said at least one selected ~~one of the first service and the second~~ service;

determining if said at least one selected ~~one of the first service and the second~~ service has been purchased; and

arranging for a benefit to be provided based on a purchase of said at least one selected ~~one of the first service and the second~~ service.

39. (Currently Amended) A method for enabling a purchase of a product, comprising:
~~receiving, from a customer, an indication of a first product and a second product;~~

receiving, from [[the]] a customer, an indication of a willingness to purchase ~~any one of the first product and the second product~~ at least one but not all of a plurality of products;

selecting, for the customer ~~and~~ via a computing device, ~~one of the first product and the second product~~ at least one of the plurality of products;

providing an indication of said at least one selected ~~one of the first product and the second~~ product; and

providing an indication of a benefit based on a purchase of said at least one selected ~~one of the first product and the second~~ product.

40. (Currently Amended) A method for enabling a purchase of a service, comprising:
~~receiving, from a customer, an indication of a first service and a second service;~~

receiving, from ~~[[the]]~~ a customer, an indication of a willingness to purchase ~~any one of the first service and the second service~~ at least one but not all of a plurality of services;

selecting, for the customer ~~and~~ via a computing device, at least one of the first service and the second service plurality of services;

providing an indication of said at least one selected ~~one of the first service and the second service;~~

determining if said at least one selected ~~one of the first service and the second~~ service has been purchased; and

providing an indication of a benefit if said at least one selected ~~one of the first service and the second~~ service has been purchased.

41. (Currently Amended) A method for enabling a purchase of a service, comprising:
~~receiving, from a customer, an indication of a first service and a second service;~~
receiving, from ~~[[the]]~~ a customer, an indication of a willingness to purchase ~~any one of the first service and the second service~~ at least one but not all of a plurality of services;

selecting, for the customer ~~and~~ via a computing device, ~~one of the first service and the second service~~ at least one of the plurality of services;

providing an indication of said at least one selected ~~one the first service and the second~~ service; and

providing an indication of a benefit if said at least one selected ~~one of the first service and the second~~ service has been purchased.

42. (Cancelled)

43. (Previously Presented) A method for enabling a purchase of a product or service, comprising:
- receiving, from a customer, an indication of a first retailer and a second retailer;
 - receiving, from the customer, an indication of a willingness to purchase a product or service from any one of the first retailer and the second retailer;
 - selecting, for the customer and via a computing device, one of the first retailer and the second retailer;
 - providing an indication of said selected one of the first retailer and the second retailer;
 - determining if the product or service has been purchased at said selected one of the first retailer and the second retailer; and
 - providing an indication of a benefit if a the product or service has been purchased at said selected one of the first retailer and the second retailer.
44. (Previously Presented) The method of claim 43, further comprising:
- providing an indication of said selected one of the first retailer and the second retailer.
45. (Previously Presented) The method of claim 43, further comprising:
- receiving an indication of a purchase of a product or service at said selected one of the first retailer and the second retailer.
46. (Original) The method of claim 43, further comprising:
- receiving a customer identifier.
47. (Original) The method of claim 43, further comprising:
- receiving a payment identifier.

48. (Previously Presented) The method of claim 43, further comprising:
imposing a penalty if no purchase of a product or service is made at said
selected one of the first retailer and the second retailer.
49. (Original) The method of claim 43, further comprising:
receiving an indication of a product category, said product category
including at least two products.
50. (Original) The method of claim 49, further comprising:
selecting one of said at least two products; and
providing an indication of said selected one of said at least two products.
51. (Previously Presented) The method of claim 50, wherein said providing an
indication of a benefit occurs only if said selected one of said at least two products has
been purchased at said selected one of the first retailer and the second retailer.

52. (Previously Presented) The method of claim 49, further comprising:
providing a benefit based on a purchase of a product or service at said
selected one of the first retailer and the second retailer.
53. (Previously Presented) The method of claim 49, further comprising:
arranging for a benefit to be provided based on a purchase of a product or
service at said selected one of the first retailer and the second retailer.
54. (Currently Amended) A method for enabling a purchase of a product or service,
comprising:
receiving, from a customer, an indication of a first retailer and a second
retailer;
receiving, from the customer, an indication of a willingness to purchase a
product or service from any one of the first retailer and the second retailer;
selecting, for the customer and via a computing device, one of the first
retailer and the second retailer;
providing an indication of said selected one of the first retailer and the
second retailer;
receiving an indication that the product or service has been purchased at
said selected one of the first retailer and the second retailer; and
providing an indication of a benefit if the product or service has been
purchased at said selected one of the first retailer and the second retailer.

55. (Currently Amended) A method for enabling a purchase of a product, comprising:
~~receiving, from a customer, an indication of a first product and a second product;~~

receiving, from [[the]] a customer, an indication of a willingness to purchase ~~any one of the first product and the second product~~ at least one but not all of a plurality of products;

selecting, for the customer [[and]] via a computing device, ~~one of the first product and the second product~~ at least one of the plurality of products;

providing an indication of said at least one selected ~~one of the first product and the second product;~~ and

arranging to provide a benefit based on a purchase of said at least one selected ~~one of the first product and the second product.~~

56. (Currently Amended) A method for enabling a purchase of a product, comprising:
~~receiving, from a customer, an indication of a first product and a second product;~~

receiving, from [[the]] a customer, an indication of a willingness to purchase ~~any one of the first product and the second product~~ at least one of a plurality of products;

selecting, for the customer [[and]] via a computing device, at least one of the first product and the second product plurality of products;

providing an indication of said at least one selected ~~one of the first product and the second product;~~

determining if said at least one selected ~~one of the first product and the second product~~ has been purchased; and

arranging to provide a benefit if said at least one selected ~~one of the first product and the second product~~ has been purchased.

57. (Currently Amended) A method for enabling a purchase of a service, comprising:
~~receiving, from a customer, an indication of a first service and a second service;~~

receiving, from ~~[[the]]~~ a customer, an indication of a willingness to purchase ~~any one of the first service and the second service~~ at least one but not all of a plurality of services;

selecting, for the customer ~~[[and]]~~ via a computing device, at least one of the first service and the second service plurality of services;

providing an indication of said at least one ~~selected one of the first service and the second service;~~ and

arranging to provide a benefit based on a purchase of said at least one selected service.

58. (Currently Amended) A method for enabling a purchase of a service, comprising:
~~receiving, from a customer, an indication of a first service and a second service;~~

receiving, from ~~[[the]]~~ a customer, an indication of a willingness to purchase ~~any one of the first service and the second service~~ at least one but not all of a plurality of services;

selecting, for the customer ~~[[and]]~~ via a computing device, at least one of the first service and the second service plurality of services;

providing an indication of said at least one ~~selected one of the first service and the second service;~~

determining if said at least one ~~selected one of the first service and the second service~~ has been purchased; and

arranging to provide a benefit if said at least one ~~selected one of the first service and the second service~~ has been purchased.

59. (Currently Amended) A method for enabling a purchase of a product or service, comprising:

~~receiving, from a customer, an indication of a first retailer and a second retailer;~~

receiving, from [[the]] a customer, an indication of a willingness to purchase a product or service from any one of the first retailer and the second retailer;

selecting, for the customer [[and]] via a computing device, one of the first retailer and the second retailer;

providing an indication of said selected one of the first retailer and the second retailer;

determining if the product or service has been purchased at said selected one of the first retailer and the second retailer; and

arranging to provide a benefit if the product of service has been purchased at said selected one of the first retailer and the second retailer.

60. (Currently Amended) A method for enabling a purchase of a product or service, comprising:

~~receiving, from a customer, an indication of a first retailer and a second retailer;~~

receiving, from [[the]] a customer, an indication of a willingness to purchase a product or service from any one of [[the]] a first retailer and the second retailer;

selecting, for the customer [[and]] via a computing device, one of the first retailer and the second retailer;

providing an indication of said selected one of the first retailer and the second retailer;

receiving an indication that the product or service has been purchased at said selected one of the first retailer and the second retailer; and

arranging to provide a benefit if the product of service has been purchased at said selected one of the first retailer and the second retailer.

61. (Currently Amended) A method for enabling a purchase of a product, comprising:
~~receiving, from a customer, an indication of a first product and a second product;~~

receiving, from ~~[[the]]~~ a customer, an indication of a willingness to purchase ~~any one of the first product and the second product~~ at least one but not all of a plurality of products;

selecting, for the customer ~~[[and]]~~ via a computing device, at least one of the first product and the second product plurality of products;

providing an indication of said at least one selected ~~one of the first product and the second product;~~ and

providing a benefit based on a purchase of said at least one selected ~~one of the first product and the second product.~~

62. (Currently Amended) A method for enabling a purchase of a product, comprising:
~~receiving, from a customer, an indication of a first product and a second product;~~

receiving, from ~~[[the]]~~ a customer, an indication of a willingness to purchase ~~any one of the first product and the second product~~ at least one but not all of a plurality of produce;

selecting, for the customer ~~[[and]]~~ via a computing device, at least one of the first product and the second product plurality of products;

providing an indication of said at least one selected ~~one of the first product and the second product;~~

determining if said at least one selected ~~one of the first product and the second product~~ has been purchased; and

providing a benefit if said at least one selected ~~one of the first product and the second product~~ has been purchased.

63. (Currently Amended) A method for enabling a purchase of a service, comprising:
~~receiving, from a customer, an indication of a first service and a second service;~~

receiving, from ~~[[the]]~~ a customer, an indication of a willingness to purchase ~~any one of the first service and the second service~~ at least one but not all of a plurality of services;

selecting, for the customer ~~[[and]]~~ via a computing device, at least one of the first service and the second service plurality of services;

providing an indication of said at least one selected ~~one of the first service and the second service;~~ and

providing a benefit based on a purchase of said at least one selected ~~one of the first service and the second service.~~

64. (Currently Amended) A method for enabling a purchase of a service, comprising:
~~receiving, from a customer, an indication of a first service and a second service;~~

receiving, from ~~[[the]]~~ a customer, an indication of a willingness to purchase ~~any one of the first service and the second service~~ at least one but not all of a plurality of services;

selecting, for the customer ~~[[and]]~~ via a computing device, at least one of the first service and the second service plurality of services;

providing an indication of said at least one selected ~~one of the first service and the second service;~~

determining if said at least one selected ~~one of the first service and the second service~~ has been purchased; and

providing a benefit if said at least one selected ~~one of the first service and the second service~~ has been purchased.

65. (Currently Amended) A method for purchasing a product, comprising:

- providing, by a customer via a computing device, an indication of a ~~first product and a second product~~ plurality of products;
- providing, by the customer, an indication of a willingness to purchase ~~any one of the first product and the second product~~ at least one but not all of the plurality of products;
- receiving, by the customer, an indication of ~~[[a]]~~ at least one selected ~~one of the first product and the second product~~;
- and
- receiving a benefit based on a purchase of said at least one selected ~~one of the first product and the second product~~.

66. (Currently Amended) A method for purchasing a product, comprising:

- ~~providing, by a customer via a computing device, an indication of a first product and a second product~~;
- providing, by ~~[[the]]~~ a customer, an indication of a willingness to purchase ~~any one of the first product and the second product~~ at least one of but not all of a plurality of products;
- receiving, by the customer, an indication of ~~[[a]]~~ at least one selected ~~one of the first product and the second product~~; and
- receiving an indication of a benefit if said at least one selected ~~one of the first product and the second product~~ has been purchased.

67. (Currently Amended) A method for purchasing a service, comprising:

- providing, by a customer via a computing device, an indication of ~~a first service and a second service~~ a plurality of services;
- providing, by the customer, an indication of a willingness to purchase ~~any one of the first service and the second service~~ at least one but not all of the plurality of services;
- receiving, by the customer, an indication of ~~[[a]]~~ at least one selected ~~one of the first service and the second service~~;
- receiving a benefit based on a purchase of said at least one selected ~~one of the first service and the second service~~.

68. (Currently Amended) A method for purchasing a service, comprising:

- ~~providing, by a customer via a computing device, an indication of a first service and a second service;~~
- providing, by the customer, an indication of a willingness to purchase ~~any one of the first service and the second service~~ at least one but not all of a plurality of services;
- receiving, by the customer, an indication of ~~[[a]]~~ at least one selected ~~one of the first service and the second service~~;
- receiving an indication of a benefit if said at least one selected one of the first service and the second service has been purchased.

69. (Currently Amended) A system for selling a product, comprising:

a memory;

a communication port; and

a processor connected to said memory and said communication port, said processor being operative to:

~~receive, from a customer, an indication of a first product and a second product;~~

receive, from ~~[[the]]~~ a customer, an indication of a willingness to purchase ~~any one of the first product and the second product~~ at least one but not all of a plurality of products;

select, for the customer, at least one of the ~~first product and the second product~~ plurality of products;

provide an indication of said at least one selected ~~one of the first product and the second~~ product; and

arrange for a benefit to be provided based on a purchase of the ~~first product and the second~~ selected product

70. (Currently Amended) A computer readable medium, the computer readable medium storing a computer program comprising:

~~computer readable means for receiving, from a customer, at least one indication of a first product and a second product;~~

computer readable means for receiving, from ~~[[the]]~~ a customer, an indication of a willingness to purchase ~~any one of the first product and the second product~~ at least one but not all of a plurality of products;

computer readable means for choosing, for the customer, at least one of the ~~first product and the second product~~ plurality of products;

computer readable means for generating an indication of said at least one selected ~~one of the first product and the second~~ product; and

computer readable means for arranging for at least one benefit to be provided based on a purchase of said at least one selected ~~one of the first product and the second~~ product.

71. (Currently Amended) An apparatus for selling a product, comprising:

~~means for receiving, from a customer, an indication of a first product and a second product;~~

means for receiving, from ~~[[the]]~~ a customer, an indication of a willingness to purchase ~~any one of the first product and the second product~~ at least one but not all of a plurality of products;

means for choosing, for the customer, at least one of the ~~first product and the second product~~ plurality of products;

means for generating an indication of said at least one selected ~~one of the first product and the second product;~~ and

means for arranging for at least one benefit to be provided based on a purchase of said at least one selected ~~one of the first product and the second product.~~

72. (Currently Amended) An article of manufacture, comprising:

a computer usable medium having a computer readable program means embodied therein for operating an information system, the computer readable program means in said article of manufacture operable to:

~~receive, from a customer, an indication of a first product and a second product;~~

receive, from ~~[[the]]~~ a customer, an indication of a willingness to purchase ~~any one of the first product and the second product~~ at least one but not all of a plurality of products;

select, for the customer, at least one of the ~~first product and the second product~~ plurality of products;

provide an indication of said at least one selected ~~one of the first product and the second product;~~ and

arrange for a benefit to be provided based on a purchase of said at least one selected ~~one of the first product and the second product.~~

73. (Currently Amended) A system for selling a service, comprising:

a memory;

a communication port; and

a processor connected to said memory and said communication port, said processor being operative to:

~~receive, from a customer, an indication of a first service and a second service;~~

receive, from [[the]] a customer, an indication of a willingness to purchase any one of the first service and the second service at least one but not all of a plurality of services;

select, for the customer, at least one of the first service and the second service plurality of services;

provide an indication of said at least one selected ~~one of the first service and the second service;~~ and

provide an indication of a benefit based on a purchase of said at least one selected ~~one of the first service and the second service.~~

74. (Currently Amended) A computer readable medium, the computer readable medium storing a computer program comprising:

~~computer readable means for receiving, from a customer, at least one indication of a first service and a second service;~~

computer readable means for receiving, from [[the]] a customer, an indication of a willingness to purchase any one of the first service and the second service at least one but not all of a plurality of services;

computer readable means for choosing, for the customer, at least one of the first service and the second service plurality of services;

computer readable means for generating an indication of said at least one selected ~~one of the first service and the second service;~~ and

computer readable means for providing an indication of at least one benefit based on a purchase of said at least one selected ~~one of the first service and the second service.~~

75. (Currently Amended) An apparatus for selling a service, comprising:

~~means for receiving, from a customer, at least one indication of a first service and a second service;~~

means for receiving, from ~~[[the]]~~ a customer, an indication of a willingness to purchase ~~any one of the first service and the second service~~ at least one but not all of a plurality of services;

means for choosing, for the customer, at least one of the ~~first service and the second service~~ plurality of services;

means for transmitting an indication of said at least one selected ~~one of the first service and the second~~ service; and

means for transmitting an indication of a benefit based on a purchase of said at least one selected service.

76. (Currently Amended) An article of manufacture, comprising:

a computer usable medium having a computer readable program means embodied therein for operating an information system, the computer readable program means in said article of manufacture operable to:

~~receive, from a customer, an indication of a first service and a second service;~~

receive, from ~~[[the]]~~ a customer, an indication of a willingness to purchase ~~any one of the first service and the second service~~ at least one but not all of a plurality of services;

select, for the customer, at least one of the ~~first service and the second service~~ plurality of services;

provide an indication of said at least one selected ~~one of the first service and the second~~ service; and

provide an indication of a benefit based on a purchase of said at least one selected ~~one of the first service and the second~~ service.

77. (Currently Amended) A system for selling a product, comprising:

a memory;

a communication port; and

a processor connected to said memory and said communication port, said processor being operative to:

~~receive, from a customer, an indication of a first product and a second product;~~

receive, from ~~[[the]]~~ a customer, an indication of a willingness to purchase ~~any one of the first product and the second product~~ at least one but not all of a plurality of products;

select, for the customer, at least one of the ~~first product and the second product~~ plurality of products;

provide an indication of said at least one selected ~~one of the first product and the second product;~~

determine if said at least one selected one of the first product and the second product has been purchased; and

arrange for a benefit to be provided based on a purchase of said at least one selected ~~one of the first product and the second product.~~

78. (Currently Amended) A computer readable medium, the computer readable medium storing a computer program comprising:

~~computer readable means for receiving, from a customer, at least one indication of a first product and a second product;~~

computer readable means for receiving, from ~~[[the]]~~ a customer, an indication of a willingness to purchase ~~any one of the first product and the second product~~ at least one but not all of a plurality of products;

computer readable means for choosing, for the customer, at least one of the first product and the second product plurality of products;

computer readable means for transmitting an indication of said at least one selected ~~one of the first product and the second product~~ product;

computer readable means for determining if said at least one selected ~~one of the first product and the second product~~ has been purchased; and

computer readable means for arranging for at least one benefit to be provided based on a purchase of said at least selected product.

79. (Currently Amended) An apparatus for selling a product, comprising:

~~means for receiving, from a customer, at least one indication of a first product and a second product;~~

means for receiving, from ~~[[the]]~~ a customer, an indication of a willingness to purchase ~~any one of the first product and the second product~~ at least one but not all of a plurality of products;

means for choosing, for the customer, at least one of the first product and the second product plurality of products;

means for transmitting an indication of said at least one selected ~~one of the first product and the second product~~ product;

means for determining if said at least one selected ~~one of the first product and the second product~~ has been purchased; and

means for arranging for at least one benefit to be provided based on a purchase of said at least one selected ~~one of the first product and the second product~~ product.

80. (Currently Amended) An article of manufacture, comprising:
- a computer usable medium having a computer readable program means embodied therein for operating an information system, the computer readable program means in said article of manufacture operable to:
- ~~receive, from a customer, an indication of a first product and a second product;~~
 - receive, from ~~[[the]]~~ a customer, an indication of a willingness to purchase ~~any one of the first product and the second product~~ at least one but not all of a plurality of products;
 - select, for the customer, at least one of the ~~first product and the second product~~ plurality of products;
 - provide an indication of said at least one selected ~~one of the first product and the second~~ the second product;
 - determine if said at least one selected ~~one of the first product and the second~~ product has been purchased; and
 - arrange for a benefit to be provided based on a purchase of said at least one selected ~~one of the first product and the second~~ product.

81. (Currently Amended) A system for selling a service, comprising:
- a memory;
 - a communication port; and
 - a processor connected to said memory and said communication port, said processor being operative to:
 - ~~receive, from a customer, an indication of a first service and a second service;~~
 - receive, from [[the]] a customer, an indication of a willingness to purchase ~~any one of the first service and the second service~~ at least one but not all of a plurality of services;
 - select, for the customer, at least one of the ~~first service and the second service~~ plurality of services;
 - provide an indication of said at least one selected ~~one of the first service and the second~~ service;
 - determine if said at least one selected ~~one of the first service and the second~~ service has been purchased; and
 - provide an indication of a benefit if said at least one selected ~~one of the first service and the second~~ service has been purchased.

82. (Currently Amended) A computer readable medium, the computer readable medium storing a computer program comprising:

~~computer readable means for receiving, from a customer, at least one indication of a first service and a second service;~~

computer readable means for receiving, from ~~[[the]]~~ a customer, an indication of a willingness to purchase ~~any one of the first service and the second service~~ at least one but not all of a plurality of services;

computer readable means for choosing, for the customer, at least one of the first service and the second service plurality of services;

computer readable means for transmitting an indication of said at least one selected ~~one of the first service and the second~~ service;

computer readable means for determining if said at least one ~~selected one of the first service and the second~~ service has been purchased; and

computer readable means for transmitting an indication of a benefit if said at least one selected ~~one of the first service and the second~~ service has been purchased.

83. (Currently Amended) An apparatus for selling a service, comprising:

~~means for receiving, from a customer, at least one indication of a first service and a second service;~~

means for receiving, from ~~[[the]]~~ a customer, an indication of a willingness to purchase ~~any one of the first service and the second service~~ at least one but not all of a plurality of services;

means for choosing, for the customer, at least one of ~~the first service and the second service~~ plurality of services;

means for transmitting an indication of said at least one selected ~~one of the first service and the second service;~~

means for determining if said at least one selected ~~one of the first service and the second service~~ has been purchased; and

means for transmitting an indication of at least one benefit if said at least one selected ~~one of the first service and the second service~~ has been purchased.

84. (Currently Amended) An article of manufacture, comprising:

a computer usable medium having a computer readable program means embodied therein for operating an information system, the computer readable program means in said article of manufacture operable to:

~~receive, from a customer, an indication of a first service and a second service;~~

receive, from ~~[[the]]~~ a customer, an indication of a willingness to purchase ~~any one of the first service and the second service~~ at least one but not all of a plurality of services;

select, for the customer, at least one of ~~the first service and the second service~~ plurality of services;

provide an indication of said at least one selected ~~one of the first service and the second service;~~

determine if said at least one selected ~~one of the first service and the second service~~ has been purchased; and

provide an indication of a benefit if said at least one selected ~~one of the first service and the second service~~ has been purchased.

85. (Previously Presented) A system for selling a product or service, comprising:
- a memory;
 - a communication port; and
 - a processor connected to said memory and said communication port, said processor being operative to:
 - receive, from a customer, an indication of a first retailer and a second retailer;
 - receive, from the customer, an indication of a willingness to purchase a product or service from any one of the first retailer and the second retailer;
 - select, for the customer, one of the first retailer and the second retailer;
 - provide an indication of said selected one of the first retailer and the second retailer;
 - determine if a the product or service has been purchased at said selected one of the first retailer and the second retailer; and
 - arrange to provide at least one benefit if a the product of service has been purchased at said selected one of the first retailer and the second retailer.

86. (Previously Presented) A computer readable medium, the computer readable medium storing a computer program comprising:

computer readable means for receiving, from a customer, at least one indication of a first retailer and a second retailer;

computer readable means for receiving, from the customer, an indication of a willingness to purchase a product or service from any one of the first retailer and the second retailer;

computer readable means for choosing, for the customer, one of the first retailer and the second retailer;

computer readable means for transmitting an indication of said selected one of the first retailer and the second retailer;

computer readable means for determining if a the product or service has been purchased at said selected one of the first retailer and the second retailer; and

computer readable means for arranging to provide at least one benefit if the product of service has been purchased at said selected one of the first retailer and the second retailer.

87. (Previously Presented) An apparatus for selling a product or service, comprising:

means for receiving, from a customer, at least one indication of a first retailer and a second retailer;

means for receiving, from the customer, an indication of a willingness to purchase a product or service from any one of the first retailer and the second retailer;

means for choosing, for the customer, one of the first retailer and the second retailer;

means for transmitting an indication of said selected one of the first retailer and the second retailer;

means for determining if a the product or service has been purchased at said selected one of the first retailer and the second retailer; and

means for arranging to provide at least one benefit if a the product of service has been purchased at said selected one of the first retailer and the second retailer.

88. (Previously Presented) An article of manufacture, comprising:
- a computer usable medium having a computer readable program means embodied therein for operating an information system, the computer readable program means in said article of manufacture operable to:
- receive, from a customer, an indication of a first retailer and a second retailer;
 - receive, from the customer, an indication of a willingness to purchase a product or service from any one of the first retailer and the second retailer;
 - select, for the customer, one of the first retailer and the second retailer;
 - provide an indication of said selected one of the first retailer and the second retailer;
 - determine if a the product or service has been purchased at said selected one of the first retailer and the second retailer; and
 - arrange to provide a benefit if a the product of service has been purchased at said selected one of the first retailer and the second retailer.

89. (Previously Presented) A system for selling a product or service, comprising:
- a memory;
 - a communication port; and
 - a processor connected to said memory and said communication port, said processor being operative to:
 - receive, from a customer, an indication of a first retailer and a second retailer;
 - receive, from the customer, an indication of a willingness to purchase any one of the first product and the second product;
 - select, for the customer, one of the first retailer and the second retailer;
 - provide an indication of said selected one of the first retailer and the second retailer;
 - receive an indication that a the product or service has been purchased at said selected one of the first retailer and the second retailer; and
 - arrange to provide a benefit if a the product of service has been purchased at said selected one of the first retailer and the second retailer.

90. (Previously Presented) A computer readable medium, the computer readable medium storing a computer program comprising:

computer readable means for receiving, from a customer, at least one indication of a first retailer and a second retailer;

computer readable means for receiving, from the customer, an indication of a willingness to purchase a product or service from any one of the first retailer and the second retailer;

computer readable means for choosing, for the customer, one of the first retailer and the second retailer;

computer readable means providing an indication of said selected one of the first retailer and the second retailer;

computer readable means for receiving at least one indication that a the product or service has been purchased at said selected one of the first retailer and the second retailer; and

computer readable means for arranging to provide at least one benefit if a the product of service has been purchased at said selected one of the first retailer and the second retailer.

91. (Previously Presented) An apparatus for selling a product or service, comprising:
- means for receiving, from a customer, an indication of a first retailer and a second retailer;
 - means for receiving, from the customer, an indication of a willingness to purchase a product or service from any one of the first retailer and the second retailer;
 - means for choosing, for the customer, one of the first retailer and the second retailer;
 - means for transmitting an indication of said selected one of the first retailer and the second retailer;
 - means for receiving an indication that a the product or service has been purchased at said selected one of the first retailer and the second retailer; and
 - means for arranging to provide at least one benefit if a the product of service has been purchased at said selected one of the first retailer and the second retailer.

92. (Previously Presented) An article of manufacture, comprising:
- a computer usable medium having a computer readable program means embodied therein for operating an information system, the computer readable program means in said article of manufacture operable to:
- receive, from a customer, an indication of a first retailer and a second retailer;
 - receive, from the customer, an indication of a willingness to purchase a product or service from any one of the first retailer and the second retailer;
 - select, for the customer, one of the first retailer and the second retailer;
 - provide an indication of said selected one of the first retailer and the second retailer;
 - receive an indication that a the product or service has been purchased at said selected one of the first retailer and the second retailer; and
 - arrange to provide a benefit if a the product of service has been purchased at said selected one of the first retailer and the second retailer.

93. (Currently Amended) A system for selling a product or service, comprising:
- a memory;
 - a communication port; and
 - a processor connected to said memory and said communication port, said processor being operative to:
 - receive, from a customer, an indication of a first retailer and a second retailer;
 - receive, from the customer, an indication of a willingness to purchase a product or service from any one of the first retailer and the second retailer;
 - select, for the customer, one of the first retailer and the second retailer;
 - provide an indication of said selected one of the first retailer and the second retailer;
 - receive an indication that a the product or service has been purchased at said selected one of the first retailer and the second retailer; and
 - provide an indication of a benefit if a the product of service has been purchased at said selected one of the first retailer and the second retailer.

94. (Previously Presented) A computer readable medium, the computer readable medium storing a computer program comprising:

computer readable means for receiving, from a customer, at least one indication of a first retailer and a second retailer;

computer readable means for receiving, from the customer, an indication of a willingness to purchase a product or service from any one of the first retailer and the second retailer;

computer readable means for choosing, for a customer, one of the first retailer and the second retailer;

computer readable means for transmitting an indication of said selected one of the first retailer and the second retailer;

computer readable means for receiving an indication that a the product or service has been purchased at said selected one of the first retailer and the second retailer;
and

computer readable means for transmitting an indication of a benefit if a the product of service has been purchased at said selected one of the first retailer and the second retailer.

95. (Previously Presented) An apparatus for selling a product or service, comprising:
- means for receiving, from a customer, an indication of a first retailer and a second retailer;
 - means for receiving, from the customer, an indication of a willingness to purchase a product or service from any one of the first retailer and the second retailer;
 - means for choosing, for a customer, one of the first retailer and the second retailer;
 - means for transmitting an indication of said selected one of the first retailer and the second retailer;
 - means for receiving an indication that a the product or service has been purchased at said selected one of the first retailer and the second retailer; and
 - means for transmitting an indication of a benefit if a the product of service has been purchased at said selected one of the first retailer and the second retailer.

96. (Previously Presented) An article of manufacture, comprising:
a computer usable medium having a computer readable program means embodied therein for operating an information system, the computer readable program means in said article of manufacture operable to:

receive, from a customer, an indication of a first retailer and a second retailer;

receive, from the customer, an indication of a willingness to purchase a product or service from any one of the first retailer and the second retailer;

select, for the customer, one of the first retailer and the second retailer;

provide an indication of said selected one of the first retailer and the second retailer;

receive an indication that a the product or service has been purchased at said selected one of the first retailer and the second retailer; and

provide an indication of a benefit if a the product of service has been purchased at said selected one of the first retailer and the second retailer.

97. (Previously Presented) The method of claim 1, wherein receiving, from the customer, an indication of a willingness to purchase any one of the first product and the second product comprises:

receiving, from the customer, a binding commitment to purchase a one of the first product and the second product that is selected for the customer.

98. (New) The method of claim 1, wherein the benefit is provided in exchange for the selecting.

99. (New) A method for enabling a purchase of a product, the method comprising:
receiving, from a customer, an indication of a willingness to purchase at
least one but not all of a plurality of products;
selecting, for the customer via a computing device, at least one of the
plurality of products;
providing an indication of the at least one selected product; and
arranging for a benefit to be provided based on the purchase of the
selected product;
wherein the benefit is provided in exchange for the selecting.
100. (New) A method for enabling a purchase of a service, the method comprising:
receiving, from a customer, an indication of a willingness to purchase at
least one but not all of a plurality of services;
selecting, for the customer via a computing device, at least one of the
plurality of services;
providing an indication of the at least one selected service; and
arranging for a benefit to be provided based on the purchase of the
selected service;
wherein the benefit is provided in exchange for the selecting.